



"Sent Via Fax"

August 2, 1995

To: R.O.U., DM's and Sales Rep.
(exclude Buffalo and Albany Divisions)

From: B.A. Cook 1642

Subject: Fays Drug Co., Inc. 0906 00-00
State Fair Promotion

BRUCE A. COOK
Senior Chain Accounts Manager

7000 Airways Park Drive
East Syracuse, NY 13057
315-463-1972
Fax 315-463-2045
Voice Mail 1-800-757-8255
Ext. 42496

Following, please find an authorization signed by Les Burr, Buyer, Fays Drug Co., Inc., which will allow you to place State Fair Ticket Boxes in the UPM Toppers. Quantities placed should be worked out between the store manager and sales rep..

Important

Under no circumstances should any POS be placed announcing the Nascar Driver appearance.

Please use good judgment placing the ticket boxes in stores that can effectively us this promotion. Certainly the Syracuse market place will generate good results. In outlying areas, do not overstock this promotion.

If there are any questions, please contact me.

Thank you.

Sincerely,

Bruce

Sr. Chain Accounts Manager

M-2 Fays Drug
BAC/cl

cc: Mr. Les Burr, Fays Drug Co., Inc.

"We work for smokers."

51860 7330